



Remit Address:
KSNV
 Formerly KVBC
 1500 Foremaster Lane
 Las Vegas, NV 89101
 Main: (702)642-3333
 Billing: (702)642-3333

INVOICE

Billing Address:

Strategic Media Services, Inc.
 Attention: Accounts Payable
 3299 K St. NW
 Ste 200
 Washington, DC 20007

Advertiser	Heller, Dean for U.S. Senate
Product	HELLER FOR SENATE
Estimate Number	

Invoice #	104403-1
Invoice Date	10/21/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/21/12

Station	KSNV
Account Executive	Amy McCreary
Sales Office	Blair - Philadelphia
Sales Region	National

Order #	104403
Alt Order #	06832083
Deal #	
Order Flight	10/10/12 - 10/21/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	HE4S
Product Code	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired	Days	Ad-ID	Rate	Reconciliation	Ref #
1	KSNV	M-F 5-6a WakeUp w/Wagners	5-6a		to							
	KSNV			10/08/12 to 10/14/12	2x	--WTF--						
	KSNV			W	10/10/12	:30	5:38 AM		DH09281214H Afford	\$300.00		1
	KSNV			F	10/12/12	:30	5:51 AM		DH10011215H Credit	\$300.00		6
2	KSNV	M-F 5-6a WakeUp w/Wagners	5-6a		to							
	KSNV			10/15/12 to 10/21/12	2x	MT-----						
	KSNV			M	10/15/12	:30	5:27 AM		DH10111217H Painful	\$300.00		4
	KSNV			Tu	10/16/12	:30	5:41 AM		DH10111217H Painful	\$300.00		3
3	KSNV	M-F 6-7a WakeUp w/Wagners	6-7a		to							
	KSNV			10/15/12 to 10/21/12	2x	MT-----						
	KSNV			M	10/15/12	:30	6:41 AM		DH10111217H Painful	\$450.00		1
	KSNV			Tu	10/16/12	:30	6:17 AM		DH10111217H Painful	\$450.00		3
4	KSNV	M-F 6-7a WakeUp w/Wagners	6-7a		to							
	KSNV			10/08/12 to 10/14/12	2x	--WTF--						
	KSNV			Th	10/11/12	:30	6:12 AM		DH10011215H Credit	\$450.00		2
	KSNV			F	10/12/12	:30	6:19 AM		DH09281214H Afford	\$450.00		4
5	KSNV	Today Show	658a-9am		to							
	KSNV			10/08/12 to 10/14/12	3x	--WTF--						
	KSNV			W	10/10/12	:30	7:30 AM		DH10011215H Credit	\$600.00		1
	KSNV			Th	10/11/12	:30	7:57 AM		DH09281214H Afford	\$600.00		6
	KSNV			F	10/12/12	:30	7:28 AM		DH09281214H Afford	\$600.00		3
6	KSNV	Today Show	658a-9am		to							
	KSNV			10/15/12 to 10/21/12	1x	MT-----						
	KSNV			Tu	10/16/12	:30	8:58 AM		DH10111217H Painful	\$600.00		2
8	KSNV	M-F Today Show II	9-10a		to							

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Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
8	KSNV	M-F Today Show II	9-10a		10/08/12 to 10/14/12	2x	---TF--				
	KSNV			Th	10/11/12	:00			\$225.00	Unresolved	2
	KSNV			F	10/12/12	:00			\$225.00	Unresolved	3
	KSNV										
9	KSNV	Today 4th Hour	10am-11am		10/08/12 to 10/14/12	2x	--WT---				
	KSNV			W	10/10/12	:30		DH09281214H Afford	\$225.00		2
	KSNV			Th	10/11/12	:00			\$225.00	Unresolved	3
	KSNV										
10	KSNV	Today 4th Hour	10am-11am		10/15/12 to 10/21/12	1x	-T-----				
	KSNV			Tu	10/16/12	:00			\$225.00	Unresolved	1
	KSNV										
11	KSNV	Rachael Ray	11am-12pm		10/15/12 to 10/21/12	1x	M-----				
	KSNV			M	10/15/12	:30		DH10111217H Painful	\$225.00		2
	KSNV										
12	KSNV	Rachael Ray	11am-12pm		10/08/12 to 10/14/12	2x	---TF--				
	KSNV			Th	10/11/12	:30		DH09281214H Afford	\$225.00		2
	KSNV			F	10/12/12	:30		DH10011215H Credit	\$225.00		1
	KSNV										
13	KSNV	Noon News	12-1230pm		10/08/12 to 10/14/12	1x	--W----				
	KSNV			W	10/10/12	:30		DH10011215H Credit	\$275.00		2

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Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
14	KSNV	Noon News	12-1230pm		to						
	KSNV			10/15/12 to 10/21/12	2x	MT-----					
	KSNV			M 10/15/12	:30	12:06 PM	DH10111217H Painful		\$275.00		1
	KSNV			Tu 10/16/12	:30	12:20 PM	DH10111217H Painful		\$275.00		2
15	KSNV	The Agenda 1230pm	1230-1p		to						
	KSNV			10/15/12 to 10/21/12	1x	MT-----					
	KSNV			M 10/15/12	:30	12:47 PM	DH10111217H Painful		\$225.00		2
16	KSNV	The Agenda 1230pm	1230-1p		to						
	KSNV			10/08/12 to 10/14/12	3x	--WTF--					
	KSNV			W 10/10/12	:30	12:49 PM	DH09281214H Afford		\$225.00		2
	KSNV			Th 10/11/12	:30	12:37 PM	DH10011215H Credit		\$225.00		1
	KSNV			F 10/12/12	:30	12:54 PM	DH09281214H Afford		\$225.00		3
17	KSNV	Days of our Lives	1258p-2pm		to						
	KSNV			10/08/12 to 10/14/12	2x	--WT---					
	KSNV			W 10/10/12	:30	12:59 PM	DH09281214H Afford		\$275.00		1
	KSNV			Th 10/11/12	:00				\$275.00	Unresolved	3
18	KSNV	Days of our Lives	1258p-2pm		to						
	KSNV			10/15/12 to 10/21/12	2x	MT-----					
	KSNV			M 10/15/12	:30	12:59 PM	DH10111217H Painful		\$275.00		1
	KSNV			Tu 10/16/12	:00				\$275.00	Unresolved	2
19	KSNV	The Doctors	2pm-3pm		to						
	KSNV			10/15/12 to 10/21/12	1x	-T-----					
	KSNV			Tu 10/16/12	:30	2:12 PM	DH10111217H Painful		\$225.00		1

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Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
20	KSNV	The Doctors	2pm-3pm		10/08/12 to 10/14/12	2x	--TF--				
					10/11/12	:30	2:49 PM	DH09281214H Afford	\$225.00		2
					10/12/12	:30	2:20 PM	DH09281214H Afford	\$225.00		3
21	KSNV	Dr Phil	3-4p		10/08/12 to 10/14/12	1x	--W----				
					10/10/12	:30	3:24 PM	DH10011215H Credit	\$300.00		3
22	KSNV	Dr Phil	3-4p		10/15/12 to 10/21/12	2x	MT-----				
					10/15/12	:30	3:13 PM	DH10111217H Painful	\$300.00		1
					10/16/12	:30	3:32 PM	DH10111217H Painful	\$300.00		2
23	KSNV	4PM NEWS (1 hour)	4-5pm		10/15/12 to 10/21/12	2x	MT-----				
					10/15/12	:30	4:27 PM	DH10111217H Painful	\$450.00		2
					10/16/12	:30	4:15 PM	DH10111217H Painful	\$450.00		1
24	KSNV	4PM NEWS (1 hour)	4-5pm		10/08/12 to 10/14/12	2x	--W-F--				
					10/10/12	:30	4:14 PM	DH09281214H Afford	\$450.00		2
					10/12/12	:30	4:10 PM	DH10011215H Credit	\$450.00		1
25	KSNV	4PM NEWS (1 hour)	4-5pm		10/08/12 to 10/14/12	2x	--W-F--				
					10/10/12	:30	4:43 PM	DH09281214H Afford	\$450.00		1
					10/11/12	:30	4:54 PM	DH09281214H Afford	\$450.00		3
26	KSNV	4PM NEWS (1 hour)	4-5pm		10/15/12 to 10/21/12	2x	MT-----				

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26	KSNV	4PM NEWS (1 hour)	4-5pm								
	KSNV			M	10/15/12	:30	4:59 PM	DH10111217H Painful	\$450.00		1
	KSNV			Tu	10/16/12	:30	4:39 PM	DH10111217H Painful	\$450.00		2
27	KSNV	M-F Early News	5-630p								
	KSNV				10/15/12 to 10/21/12	1x	-T-----				
	KSNV			Tu	10/16/12	:30	5:18 PM	DH10111217H Painful	\$900.00		2
28	KSNV	M-F Early News	5-630p								
	KSNV				10/08/12 to 10/14/12	3x	--WTF--				
	KSNV			W	10/10/12	:30	6:15 PM	DH10011215H Credit	\$900.00		1
	KSNV			Th	10/11/12	:30	5:21 PM	DH10011215H Credit	\$900.00		2
	KSNV			F	10/12/12	:30	6:22 PM	DH09281214H Afford	\$900.00		3
29	KSNV	M-F Jeopardy/Wheel of Fortune 630-730pm									
	KSNV				10/08/12 to 10/14/12	3x	--WTF--				
	KSNV			W	10/10/12	:30	6:59 PM	DH09281214H Afford	\$750.00		1
	KSNV			Th	10/11/12	:00			\$750.00	See MG 29.9	5
	KSNV			Th	10/11/12	:30	9:59 PM	DH09281214H Afford	\$750.00	MG for 29.5 10/11	9
	KSNV			F	10/12/12	:30	6:44 PM	DH09281214H Afford	\$750.00		6
30	KSNV	M-F Jeopardy/Wheel of Fortune 630-730pm									
	KSNV				10/15/12 to 10/21/12	1x	MT-----				
	KSNV			M	10/15/12	:30	6:59 PM	DH10111217H Painful	\$750.00		4
31	KSNV	Face to Face w/ J. Ralston	730-758pm								
	KSNV				10/15/12 to 10/21/12	2x	MT-----				
	KSNV			M	10/15/12	:30	7:54 PM	DH10111217H Painful	\$450.00		2
	KSNV			Tu	10/16/12	:00			\$450.00	See MG 31.3	1
	KSNV			Tu	10/16/12	:30	10:52 PM	DH10111217H Painful	\$450.00	MG for 31.1 10/16	3

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31	KSNV	Face to Face w/ J. Ralston	730-758pm		to						
32	KSNV	Face to Face w/ J. Ralston	730-758pm		to						
	KSNV			10/08/12 to 10/14/12	2x	--W-F--					
				10/10/12	:30	7:44 PM	DH09281214H Afford		\$450.00		1
				10/12/12	:30	7:37 PM	DH10011215H Credit		\$450.00		3
33	KSNV	M-F News 3 at Eleven	11pm-1135pm		to						
				10/08/12 to 10/14/12	1x	---T---					
				10/11/12	:30	11:26 PM	DH09281214H Afford		\$775.00		1
34	KSNV	M-F News 3 at Eleven	11pm-1135pm		to						
				10/15/12 to 10/21/12	1x	M-----					
				10/15/12	:30	11:14 PM	DH10111217H Painful		\$775.00		1
35	KSNV	Tonight Show	1135p-1237a		to						
				10/15/12 to 10/21/12	1x	MT-----					
				10/16/12	:30	12:10 AM	DH10111217H Painful		\$275.00		1
36	KSNV	Tonight Show	1135p-1237a		to						
				10/08/12 to 10/14/12	2x	--W-F--					
				10/10/12	:00				\$275.00	Unresolved	1
				10/12/12	:30	12:32 AM	DH09281214H Afford		\$275.00		3
39	KSNV	Friday Prime 10-11pm	10-11pm		to						
				10/08/12 to 10/14/12	1x	----F--					
				10/12/12	:30	10:11 PM	DH09281214H Afford		\$2,100.00		1
41	KSNV	News 3 Sunrise SATURDAY	6a-7a		to						
				10/08/12 to 10/14/12	1x	-----S-					
				10/13/12	:30	6:16 AM	DH10011215H Credit		\$225.00		1

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Product	HELLER FOR SENATE
Estimate Number	

Invoice #	104403-1
Invoice Date	10/21/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/21/12

Station	KSNV
Account Executive	Amy McCreary
Sales Office	Blair - Philadelphia
Sales Region	National

Order #	104403
Alt Order #	06832083
Deal #	
Order Flight	10/10/12 - 10/21/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	HE4S
Product Code	
Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired	Days	Ad-ID	Rate	Reconciliation	Ref #
42	KSNV	Saturday Today	7a-9am		10/08/12 to 10/14/12	1x		-----S-				
				Sa	10/13/12	:30	8:49 AM		DH09281214H Afford	\$325.00		1
43	KSNV	News 3 Today - SAT	9am-930am		10/08/12 to 10/14/12	1x		-----S-				
				Sa	10/13/12	:30	9:21 AM		DH09281214H Afford	\$300.00		1
44	KSNV	Sa-Su Early News	5pm-630pm		10/08/12 to 10/14/12	2x		-----S-				
				Sa	10/13/12	:30	5:13 PM		DH10011215H Credit	\$450.00		1
				Sa	10/13/12	:30	6:14 PM		DH09281214H Afford	\$450.00		2
45	KSNV	WKND Jeep/Wheel	630-730pm		10/08/12 to 10/14/12	1x		-----S-				
				Sa	10/13/12	:30	7:07 PM		DH09281214H Afford	\$375.00		1
46	KSNV	Saturday Night Live	1130pm-1:02am		10/08/12 to 10/14/12	1x		-----S-				
				Sa	10/13/12	:30	11:47 PM		DH10011215H Credit	\$750.00		1
47	KSNV	News 3 Sunrise SUNDAY	6a-7a		10/08/12 to 10/14/12	1x		-----S-				
				Su	10/14/12	:30	6:54 AM		DH10111217H Painful	\$225.00		1
48	KSNV	Sunday Today	7a-8am		10/08/12 to 10/14/12	1x		-----S-				
				Su	10/14/12	:30	7:27 AM		DH10111217H Painful	\$500.00		1
49	KSNV	Meet the Press	8a-9am		10/08/12 to 10/14/12	1x		-----S-				

The actual broadcast information shown on this invoice was taken from the Official program log

Notwithstanding to whom bills are rendered Applicant and Third Parties shall remain jointly and severally obligated to pay to Media Provider the amount of any bills rendered by Media Provider within the time specified and until payment in full is received by Media Provider. Payment by Applicant to Third Parties or by Third Parties to Applicant shall not constitute payment to Media Provider. Applicant understands that should Applicant place advertising through an advertising agency or other Third Parties that Applicant will continue to be responsible to Media Provider for payment of such advertising. In the event Applicant is an agency requesting advertising on behalf of a client, Applicant acknowledges its joint and several liability for the payment of such advertising under the terms set forth herein above. If Applicant is an advertiser, all agencies which place advertising buy orders with Media Provider shall be conclusively deemed to be authorized agents for Applicant. Station will not be bound by conditions, printed or otherwise, contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Station does not discriminate in the sale of advertising time and will accept no advertising placed with intent to discriminate based on race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations based on race, gender, national origin or ancestry.



Remit Address:
KSNV
 Formerly KVBC
 1500 Foremaster Lane
 Las Vegas, NV 89101
 Main: (702)642-3333
 Billing: (702)642-3333

INVOICE

Billing Address:
 Strategic Media Services, Inc.
 Attention: Accounts Payable
 3299 K St. NW
 Ste 200
 Washington, DC 20007

Advertiser	Heller, Dean for U.S. Senate
Product	HELLER FOR SENATE
Estimate Number	

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Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
49	KSNV	Meet the Press	8a-9am	Su	10/14/12	:30	9:00 AM	0H10111217H Painful	\$1,900.00		1
50	KSNV	News 3 Today	9a-930am	Su	10/08/12 to 10/14/12	1x	-----S	0H10111217H Painful	\$250.00		1
51	KSNV	Chris Matthews SUN 9:30am	9:30a-10a	Su	10/08/12 to 10/14/12	:30	9:57 AM	0H10111217H Painful	\$375.00		1
52	KSNV	NFL Pre-Game	1p-530pm	Su	10/08/12 to 10/14/12	:30	4:16 PM	0H10111217H Painful	\$1,600.00		1
53	KSNV	NFL Football	1p-9PM	Su	10/08/12 to 10/14/12	:30	6:58 PM	0H10111217H Painful	\$8,000.00		1
54	KSNV	NFL End of Game Break	1p-9p	Su	10/08/12 to 10/14/12	:30	8:41 PM	0H10111217H Painful	\$6,500.00		1
55	KSNV	Sports Night in Las Vegas	Sun 1135p-1200a	Su	10/08/12 to 10/14/12	:30	11:45 PM	0H10111217H Painful	\$200.00		1
56	KSNV	Noon News	12-1230pm	Su	10/15/12 to 10/21/12	1x	-T-----		\$275.00 Unresolved		1
NOT AVAILABLE RATE											

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 Ste 200
 Washington, DC 20007

Advertiser	Heller, Dean for U.S. Senate
Product	HELLER FOR SENATE
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Special Handling	

IDB #	
Advertiser Code	HEAS
Product Code	
Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired	Days	Ad-ID	Rate	Reconciliation	Ref #
57	KSNV	News 3 Today - SAT	9am-930am		10/15/12 to 10/21/12	1x		-----S-				
				Sa	10/20/12	:30	9:09 AM		DH10181218H Low	\$500.00		1
58	KSNV	Wake Up Early Wagners	430a-5a		10/15/12 to 10/21/12	1x		--WT--S				
				W	10/17/12	:00				\$50.00	Unresolved	1
	KSNV											

Aired Spots

73

Gross Total \$49,275.00
 Agency Commission \$7,391.25
 Net Amount Due \$41,883.75
 Payment Terms 30 Days

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